Incredible supporter experiences.
Amplified impact.

Adapting to the expectations of today’s supporters is crucial to funding your mission. In a highly consumerized culture, supporters – consumers at heart – now expect the fast, customized, and contextual experience they receive everywhere. To engage and develop loyal supporters effectively, yesterday’s methods just won’t work.

Keeping your supporter data fresh, clean, and complete has never been more important in striving to fund an organization’s mission. Why? With so many often-disconnected key data sources (CRM, email marketing, online giving, volunteer tracking, ticket sales, retail sales, to name a few), it is no easy task to corral the data you need to unlock insights that fuel incredible supporter experiences. Without a full picture of each supporter, it’s even possible to erode confidence through errors such as duplicate mailings, misspellings, improper or mismatched acknowledgements, overdue acknowledgements, missed opportunities for contributions and engagement, and more.
**Introducing the Omatic Data Health and Integration Suite**

As the only purpose-built solution designed to enhance the functionality of Raiser’s Edge, the Omatic Data Health and Integration Suite provides nonprofit professionals the tools they need to tackle today’s supporter data obstacles and turn data into relationships. Our comprehensive suite empowers you to set the rules to have as much – or as little – control over the management of your data as you’d like. Your data, your rules.

- **Duplicate Management: Identify duplicates and merge records.**
  
  Our database merge tool automatically identifies duplicate records and allows you to filter, review, and merge them based on similarity scoring rules that you set. When possible, duplicates are identified, the source is revealed, and you can choose to merge records (individual or in bulk) or ignore.

- **Data Integration Platform: Integrate data from any source.**
  
  Quickly and easily import data from any – and all – sources into Raiser’s Edge while maintaining complete control over the process. Create import rules that work best for you while enjoying a more user-friendly, less restrictive experience than is offered within the Raiser’s Edge standard import tool. The advanced duplicate scoring algorithm helps uncover potential duplicates, all while standardizing and cleaning data throughout the import process.

- **Record Management: Manage all supporter data in one place.**
  
  Unlock additional, powerful insight with the ability to track the full stewardship history of non-constituents prior to promoting them to constituent status in Raiser’s Edge. This key functionality retains important datapoints within each supporter’s journey to offer a more complete picture, eliminate data blind spots, and allow for better matching of timely solicitations to the right prospects. This also means your database of true constituents can be cleaner.

- **On-Demand E-Learning Library: Maintain and grow your knowledge.**
  
  Access the learning resources you need to be successful. From beginner tutorials for new users or team members, to best practice examples, you’ll find the educational modules you need to bolster your knowledge of the solution.

- **Customizable Add-On Options to Support All Your Needs**
  
  We understand that a true solution isn’t “one size fits all.” Ask us how you can further enhance and customize the Omatic Data Health and Integration Suite to meet your needs.